

EXHIBIT C

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**IF YOUR V-PLOW ISN'T A WESTERN,
YOU MAY NEED TO GET YOUR HEAD EXAMINED.**

That's because competitive V-plow trip-blades will not effectively trip in the scoop or the V position. So you'll experience bone-jarring, windshield-banging, steering wheel smacking wake-up calls with every obstacle you encounter.

WESTERN® has the remedy.

With the WESTERN MVP PLUS™ V-plow trip-edge design, you're protected in every plowing configuration. Plus you get faster hydraulics to reduce cycle times and standard ULTRA-LOCK double-acting cylinders for unmatched V-plow back-dragging performance.

WESTERN MVP PLUS V-plow. It's just what the doctor ordered.

